Hansen
– Work Copy –

SMOKEY'S 1977 CAMPAIGN

CONSOLIDATED ORDERS DUE IN WASHINGTON, D.C. BY AUGUST 15, 1976

Cooperative Forest Fire Prevention

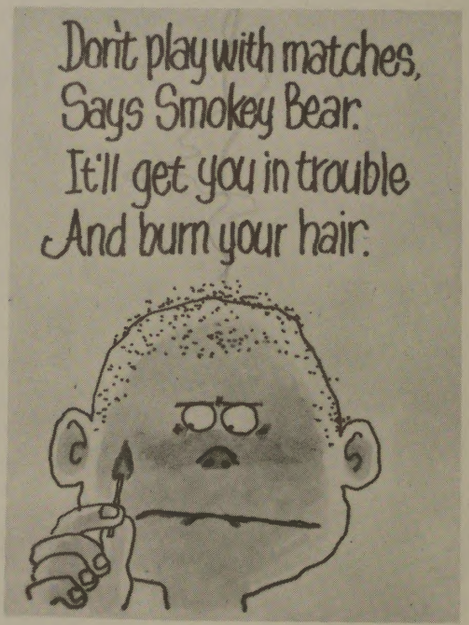
Your State Forester and U.S. Department of Agriculture, Forest Service

Try something new this year. Each year Smokey's Campaign takes on a new look, due to the different themes used. This year's theme is "BACK TO BASICS". Several brand new items (***) are presented to fill special needs.

77-CFFP-1 Basic Poster - 13" x 18½". This basic theme will be carried throughout the entire campaign, including radio and T.V. Order (1a) for indoors, (1b) for outdoors.

77-CFFP-2 Range Poster - 21½" x 17". Another classic, showing the destructive force of fire in non-forested areas. Order (2a) for indoors, (2b) for outdoors.

77-CFFP-3 Debris Burning - 13" x 18½". Focuses attention on problem of wildfires caused by escaped trash fires. Order (3a) for indoors, (3b) for outdoors.



77-CFFP-4 School Poster - 7" x 10". Paper only.

77-CFFP-5 Special Poster - Flower 20" x 30"

77-CFFP-6 Special Poster - Leaf 20" x 30". Reissued.

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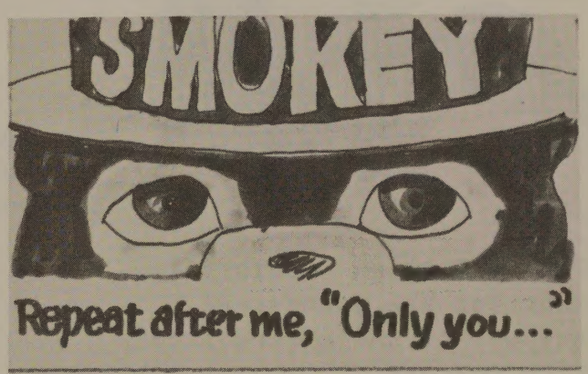
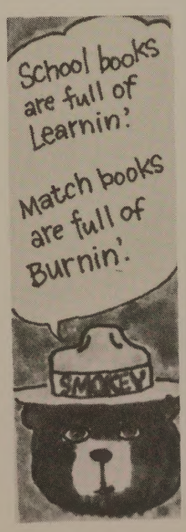


77-CFFP-9 Sticker - A pressure-sensitive, adhesive-backed design.



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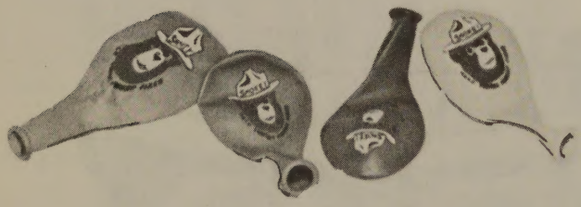

77-CFFP-14 Balloon - Colorful handout for the youngsters. Smokey's face and a fire prevention message.

77-CFFP-15 Bookcover - Colorful, water-resistant protection for books.

77-CFFP-16 Calendar - 14" x 19½" with fire prevention illustration and accompanying explanation. For special fire prevention cooperators.

77-CFFP-17 Vinyl Sticker - 7" x 9". Use wherever a highly visible self-sticking prevention message is needed. Black copy on yellow.

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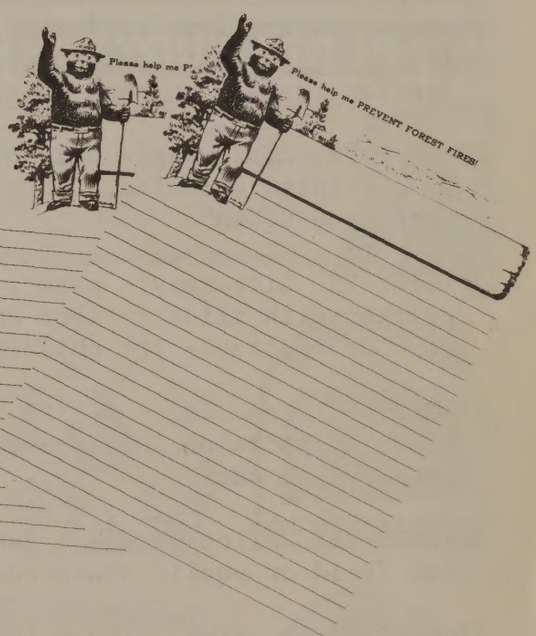

77-CFFP-19 Note Pad - Include a simple fire prevention reminder with your informal correspondence (5" x 8", 50 sheets/pad).

77-CFFP-20 Desk set - Easily adapted for use as an award to local cooperators. 8" figure mounted on a wood base with ball point pen.

77-CFFP-21 Placemat - Use this attractive paper placemat at community dinners, church socials, etc.

77-CFFP-22 Teacher's Kit - Folder, teaching unit, playlet, and song book. Add other items as desired. Effective way to bring Smokey's message into classrooms.

77-CFFP-23 "True Story" Comic Book - The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.

77-CFFP-24 "Smokey the Bear" Song Sheet - with conservation pledge on reverse. An inexpensive handout for schools, youth groups.

77-CFFP-25 "You and Forest Fires" - a 16-page 2-color adult-level pamphlet on wildfires and how they affect people.

77-CFFP-26 "Smokey Bear's Story of the Forest" - 16-page booklet. Tells the conservation story in simple yet effective language. Popular as a work book for grades 1-4.

77-CFFP-27 Pocket Planner - 1977 date book, conservative, 2-color design, pocket size (3½ x 5½"), plasticoat cover, fire prevention message on each page.

77-CFFP-28 Litterbag - poly plastic, 9" x 12", printed one side, "Keep America Green and Clean".

77-CFFP-29 Litterbag - paper, 9" x 12", printed with illustrations on both sides that are suitable for children to color.

77-CFFP-30 Name Tag - 3-1/2" x 2-3/8", comes in packs of 100, pressure-sensitive adhesive on back.

77-CFFP-31 Wallet Card - A handout item for field or public appearance contacts.

77-CFFP-32a&b Sign - 44" x 16", reflective 2-color, on aluminum, (32a) "Prevent Forest Fires" and (32b) "Prevent Range Fires".

77-CFFP-33 Coaster - Absorbent two-color accessory to placemat.

77-CFFP-34 Pocket Protector - heavy gauge plastic. Protects pocket and pushes prevention.

77-CFFP-35a,b,c,&d Bumper Strips - Reflectorized, fluorescent, 2-color, Smokey's head plus (35a) "Prevent Forest Fires"; (35b) "Prevent Range Fires"; (35c) "Use Your Ashtray"; ***(35d)*** "I think I Love You Smokey Bear".

77-CFFP-36 "Junior Forest Ranger Handbook" - a work book for use in the classroom, in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type excercises relating to forest fire prevention.

77-CFFP-37 ***Button*** "Smokey Bear is Alive & Well. Prevent Forest Fires." Excellent handout.

77-CFFP-38 Smokey Bear Citation - 12" x 10" vellum certificate, 4-color. Authorized for outstanding service to forest fire prevention of less than State-wide scope over past 2 or more years.

77-CFFP-39 Ruler - 12", wooden, a low-cost handout item for schools, fairs, etc.

77-CFFP-40 ***I Think I Love You Smokey Bear*** - 3" x 4" embroidered patch.

77-CFFP-41a&b "Please Be Careful - Protect our Forests" - 3-3/4" x 4", (41a) embroidered patch, and (41b) vinyl decal.

77-CFFP-42 Smokey Appreciation Award - 6" x 6" natural wooden shield, silk screened. Includes metal plate and box. Authorized for local service to forest fire prevention over past years.

77-CFFP-43 "Please Be Careful - Prevent Forest Fires" - 3" x 4", embroidered patch.

77-CFFP-44 ***I Think I Love You Smokey Bear*** 3" x 4" vinyl decal.

77-CFFP-45a&b "Prevent Forest Fires" - 2" diameter (45a) embroidered patch and (45b) vinyl decal.

77-CFFP-46 Sign - 5'0" x 7'6", reflective 8-color, on aluminum.

77-CFFP-47a&b Sign - fiberglass, yellow, with Smokey Bear head and "Prevent Forest Fires", Order (47a) for 18" x 24" and (47b) for 7" x 9".

77-CFFP-48 Lapel Tab - Colorful fold-over metal tab.

77-CFFP-49a&b Smokey Bear Poster - for Standard Fire Danger Sign, 5'8" tall. Full color. Order (49a) for shovel in left hand, (49b) for shovel in right hand, For 2-way sign, order 1 of ea.

77-CFFP-50 Fire Danger Adjectives - for Standard Fire Danger Sign, 32" x 13" reflective, adhesive back, (set of 5). (For 2-way sign, order 2 sets.)

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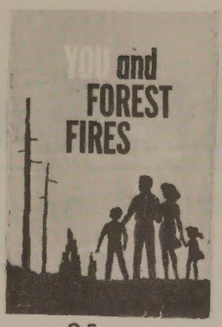

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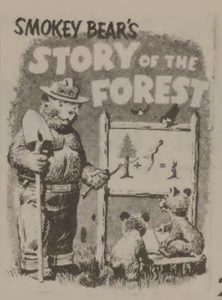

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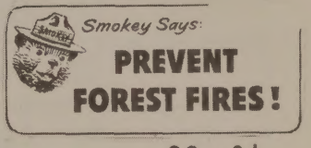

32 a&b

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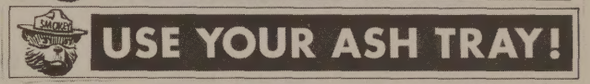
35 a

35b

35c



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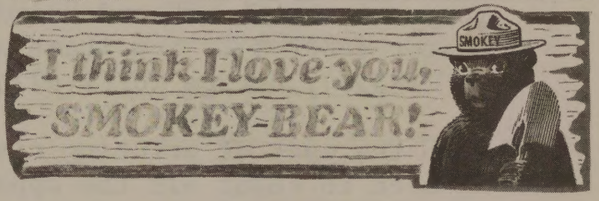

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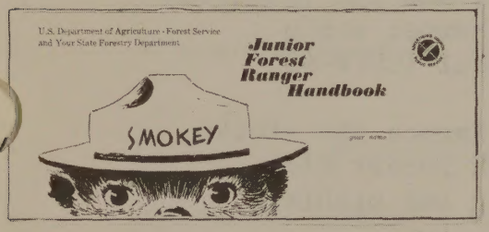

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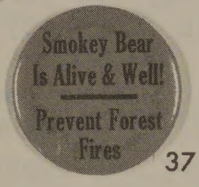

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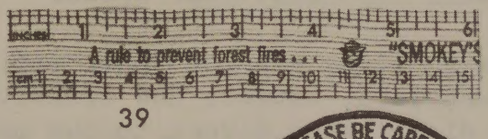

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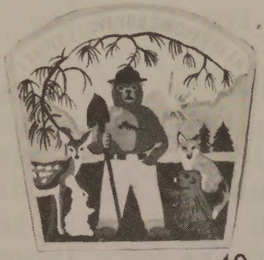
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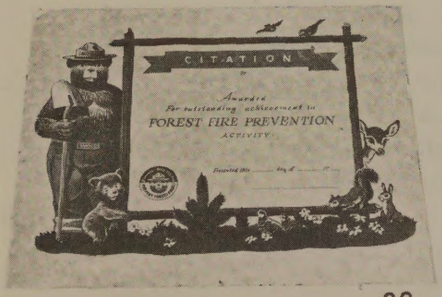
41 a&b



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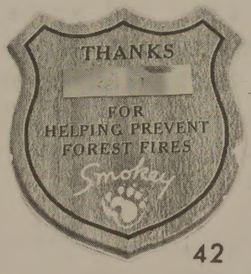

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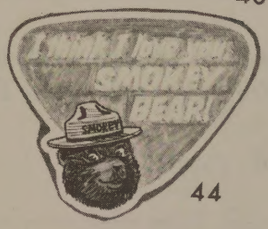

44

45 a&b

46

47 a&b

48

49 a&b
SMOKEY BEAR
POSTER

50
FIRE DANGER ADJECTIVES

(Construction plans of fire danger sign furnished with each order of fire danger adjectives)

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

Remember -
Only you can
PREVENT
FOREST FIRES!

Dear Friend:

For over 30 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1977.

This guide describes the materials prepared for my 1977 campaign. Some of the items have been around for many years, others are new!

Several posters were so in demand that we are offering them again. They are the "Leaf" and "Bird" posters (CFFP-6 and 7), and the Teacher's poster (CFFP-8). New items are: key fob (CFFP-11), bumper strip (CFFP-35d), button (CFFP-37), patch (CFFP-40), and decal (CFFP-44).

With the cost of printing rising it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by the Advertising Council. The media donate their time and space to forest fire prevention. Last year their donations were worth more than $35 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help. Remember YOU can prevent forest fires!

Your friend,

Hansen - Work Copy

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE
WO

COMPLETE CONSOLIDATED ORDERS 11/5/79 D.T. Hansen

REPLY TO: 1620 Programs, Cooperative
(3100)

May 14, 1976

SUBJECT: 1977 CFFP Order Form

TO: Regional Foresters; Area Directors; Station Directors; State Foresters; Bureau Chiefs, Department of the Interior; and Executive Director, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTON, D.C., AUGUST 15, 1976

USE THIS FORM, with the enclosed campaign guide, to order all your 1977 cooperative forest fire prevention materials. Prices quoted are our best estimate of break-even costs and include prepaid delivery charges to one location for each State Forester, NFS Region, S&P Area, Experiment Station, USDI agency, and Canada.

STATES should send their orders to the appropriate Region or Area office for transmittal to Washington.

STANDARD PACK requirements apply ONLY to consolidated orders from State Foresters, Regional Foresters, USDI agencies, etc. The individual District Ranger, District Forester, Forest Supervisor, etc., may order only what he needs according to his unit's instructions. Standard Pack will be the rule for consolidated orders.

CREDIT LINES for all Forest Service orders will be limited to agency identification. State Foresters, USDI agencies, and Canadian Forestry Association may have one credit for orders of 1,000 or more pocket planners (77-CFFP-27) and 5,000 or more litterbags (77-CFFP-28).

Procedures for the transfer of funds to the Washington Office will be the same as last year. You will be asked to transfer the full amount obligated upon request from the Washington Office early in the new fiscal year.

Please contact Konrad Reinke (703) 235-8040 if you have questions relating to your 1977 order.

David E. Ketchum

for PHILIP L. THORNTON
Deputy Chief

ORDER FORM

1977 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

FROM: _____
Name, Title, Organization, Phone Number

SHIP ORDER TO: _____

_____

_____

_____
(NOTE: Use Freight Address Only; No P.O. Boxes Please.)

CREDIT LINE (Items 27 and 28 only) _____

_____

1977 Item No.	Description	Quantity	Price/ Std. Pk.	Total $$$
1a	*Basic Poster*, 13" x 18½", paper, std. pack 500	92,500	19	
1b	*Basic Poster*, 13" x 18½", cardboard, std. pack 250	156,000	14	
2a	*Range Poster*, 21½" x 17", paper, std. pack 200	21,600	16	
2b	*Range Poster*, 21½" x 17", cardboard, std. pack 100	22,400	11	
3a	*Debris Burning*, 13" x 18½", paper, std. pack 200	28,000	10	
3b	*Debris Burning*, 13" x 18½" cardboard, std. pack 200	85,800	7	
4	*School Poster*, 7" x 10", paper only, std. pack 500	208,500	10	
5	*Special Poster, Flower*, 20" x 30", std. pack 200	150,400	15	
6	*Special Poster, Leaf*, 20" x 30", std. pack 200	128,400	15	
7	*Special Poster, Bird*, 20" x 30", std. pack 200	131,200	15	
8	*Teacher's Poster*, 13" x 18½", std. pack 100, price each ..	25,700	75¢	
9	*Sticker*, std. pack 500	382,000	6	
10	*Bookmark*, std. pack 500	2,208,500	3	
11	*Key Fob*, std. pack 50	66,000	26	
12	*Stamps*, blocks of 4, std. pack 1,000	820,000	4	

1977 No.	Description	Quantity	Price/ Std. Pk.	Total $$$
13	*Coloring Sheet*, std. pack 500	1,902,000	5	
14	*Balloon*, std. pack 500	1,041,000	15	
15	*Bookcover*, std. pack 500	127,000	74	
16	*Wall Calendar*, std. pack 25 (price is each)	22,350	60¢	
17	*Vinyl Sticker*, std. pack 100	44,200	13	
18a	*"Make Campfires Safe" Folder*, std. pack 1,000	329,000	15	
18b	*"Safe Debris Burning" Folder*, std. pack 1,000	267,000	15	
18c	*"Fire Safety Outdoors" Folder*, std. pack 1,000	326,000	15	
19	*Note Pad*, 5" x 8", std. pack 250	182,000	28	
20	*Desk Set*, std. pack 12 (187doz)	2244	50doz.	
21	*Placemat*, paper, std. pack 1,000	942,000	12	
22	*Teacher Kit (folder & 3 items)*, std. pack 100	28,600	25	
23	*"True Story" Comic*, std. pack 500	1,155,000	21	
24	*"Smokey the Bear" Song Sheet*, std. pack 1,000	615,000	10	
25	*You and Forest Fires*, std. pack 1,000	137,000	58	
26	*Story of the Forest*, std. pack 500	879,000	20	
27	*Pocket Planner*, (datebook), std. pack 1,000	306,000	105	
28	*Litterbag*, plastic, std. pack 1,000	1,716,000	25	
29	*Litterbag*, paper, std. pack 1,000	562,000	20	
30	*Name Tag*, adhesive back, std. pack 1,000	228,000	6	
31	*Wallet Card*, std. pack 1,000	141,000	7	
32a	*Sign*, reflective, 44" x 16", "Prevent Forest Fires" (each)	263	35	
32b	*Sign*, reflective, 44" x 16", "Prevent Range Fires" (each)	94	35	
33	*Coaster*, std. pack 500	338,000	3	

1977 Item No.	Description	Quantity	Price/ Std. Pk.	Total $
34	*Pocket Protector*, std. pack 500	66,000	34	
35a	*Bumper Strip*, "Prevent Forest Fires", std. pack 100	128,500	21	
35b	*Bumper Strip*, "Prevent Range Fires", std. pack 100	13,300	21	
35c	*Bumper Strip*, "Use Your Ash Tray", std. pack 100	58,700	21	
35d	*Bumper Strip*, "I Think I Love You", std. pack 100	70,000	21	
36	*"Junior Forest Ranger Handbook"*, std. pack 400	157,000	27	
37	*Button*, "Smokey Bear is Alive & Well", std. pack 1,000 ...	235,000	106	
38	*Smokey Bear Citation*, price is each	3,613	15¢	
39	*Ruler*, std. pack 1,000	849,000	40	
40	*"I Think I Love You Smokey Bear"*, patch, std. pack 25	20,575	27	
41a	*"Please Be Careful - Protect Our Forests"*, Patch, std. pack 25	23,525	16	
41b	*"Please Be Careful - Protect Our Forests"*, Vinyl Decal, std. pack 100	52,800	14	
42	*Smokey Bear Appreciation Award*, price is each	871	4	
43	*"Please Be Careful - Prevent Forest Fires"*, Patch, std. pack 25	30,400	11	
44	*"I Think I Love You Smokey Bear"*, decal, std. pack 100 ...	99,100	9	
45a	*"Prevent Forest Fires"*, Patch, std. pack 25	54,175	5	
45b	*"Prevent Forest Fires"*, vinyl decal, std. pack 100	79,800	6	
46	*Sign*, reflective, 5'00" x 7'5" (price is each)	40	200	
47a	*Sign*, fiberglass, 18" x 24", (price is each)	773	5	
47b	*Sign*, fiberglass, 7" x 9", (price is each)	910	1.50	
48	*Lapel Tab*, foldover metal, std. pack 1,000	1,098,000	10	
49a	*Fire Danger Smokey Poster*, left hand (each)	207	10	
49b	*Fire Danger Smokey Poster*, right hand (each)	225	10	
50	*Fire Danger Adjectives*, reflective (price per set of 5) ..	139	36	

TOTAL VALUE OF ORDER _____

CHARGE APPROPRIATION _____

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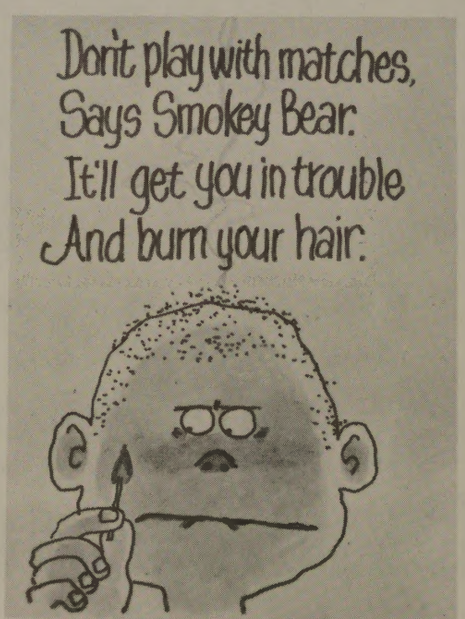

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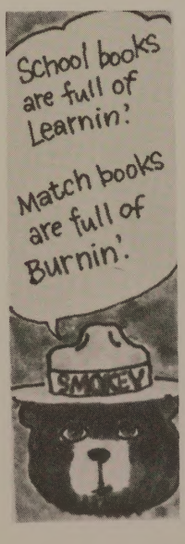

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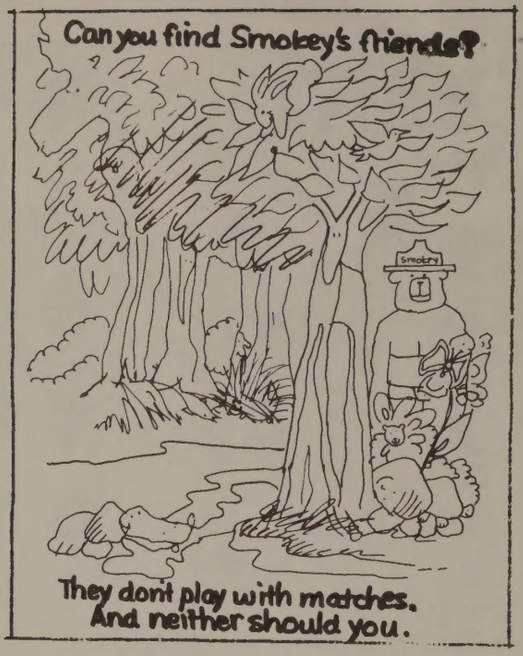

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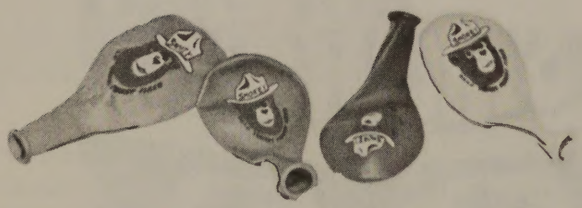

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77-CFFP-20 Desk set - Easily adapted for use as an award to local cooperators. 8" figure mounted on a wood base with ball point pen.

77-CFFP-21 Placemat - Use this attractive paper placemat at community dinners, church socials, etc.

77-CFFP-22 Teacher's Kit - Folder, teaching unit, playlet, and song book. Add other items as desired. Effective way to bring Smokey's message into classrooms.

77-CFFP-23 "True Story" Comic Book - The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.

77-CFFP-24 "Smokey the Bear" Song Sheet - with conservation pledge on reverse. An inexpensive handout for schools, youth groups.

77-CFFP-25 "You and Forest Fires" - a 16-page 2-color adult-level pamphlet on wildfires and how they affect people.

77-CFFP-26 "Smokey Bear's Story of the Forest" - 16-page booklet. Tells the conservation story in simple yet effective language. Popular as a work book for grades 1-4.

77-CFFP-27 Pocket Planner - 1977 date book, conservative, 2-color design, pocket size (3½ x 5½"), plasticoat cover, fire prevention message on each page.

77-CFFP-28 Litterbag - poly plastic, 9" x 12", printed one side, "Keep America Green and Clean".

77-CFFP-29 Litterbag - paper, 9" x 12", printed with illustrations on both sides that are suitable for children to color.

77-CFFP-30 Name Tag - 3-1/2" x 2-3/8", comes in packs of 100, pressure-sensitive adhesive on back.

77-CFFP-31 Wallet Card - A handout item for field or public appearance contacts.

77-CFFP-32a&b Sign - 44" x 16", reflective 2-color, on aluminum, (32a) "Prevent Forest Fires" and (32b) "Prevent Range Fires".

77-CFFP-33 Coaster - Absorbent two-color accessory to placemat.

77-CFFP-34 Pocket Protector - heavy gauge plastic. Protects pocket and pushes prevention.

77-CFFP-35a,b,c,&d Bumper Strips - Reflectorized, fluorescent, 2-color, Smokey's head plus (35a) "Prevent Forest Fires"; (35b) "Prevent Range Fires"; (35c) "Use Your Ashtray"; ***(35d)*** "I think I Love You Smokey Bear".

77-CFFP-36 "Junior Forest Ranger Handbook" - a work book for use in the classroom, in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type excercises relating to forest fire prevention.

77-CFFP-37 ***Button*** "Smokey Bear is Alive & Well. Prevent Forest Fires." Excellent handout.

77-CFFP-38 Smokey Bear Citation - 12" x 10" vellum certificate, 4-color. Authorized for outstanding service to forest fire prevention of less than State-wide scope over past 2 or more years.

77-CFFP-39 Ruler - 12", wooden, a low-cost handout item for schools, fairs, etc.

77-CFFP-40 ***I Think I Love You Smokey Bear*** - 3" x 4" embroidered patch.

77-CFFP-41a&b "Please Be Careful - Protect our Forests" - 3-3/4" x 4", (41a) embroidered patch, and (41b) vinyl decal.

77-CFFP-42 Smokey Appreciation Award - 6" x 6" natural wooden shield, silk screened. Includes metal plate and box. Authorized for local service to forest fire prevention over past years.

77-CFFP-43 "Please Be Careful - Prevent Forest Fires" - 3" x 4", embroidered patch.

77-CFFP-44 ***I Think I Love You Smokey Bear*** 3" x 4" vinyl decal.

77-CFFP-45a&b "Prevent Forest Fires" - 2" diameter (45a) embroidered patch and (45b) vinyl decal.

77-CFFP-46 Sign - 5'0" x 7'6", reflective 8-color, on aluminum.

77-CFFP-47a&b Sign - fiberglass, yellow, with Smokey Bear head and "Prevent Forest Fires", Order (47a) for 18" x 24" and (47b) for 7" x 9".

77-CFFP-48 Lapel Tab - Colorful fold-over metal tab.

77-CFFP-49a&b Smokey Bear Poster - for Standard Fire Danger Sign, 5'8" tall. Full color. Order (49a) for shovel in left hand, (49b) for shovel in right hand, For 2-way sign, order 1 of ea.

77-CFFP-50 Fire Danger Adjectives - for Standard Fire Danger Sign, 32" x 13" reflective, adhesive back, (set of 5). (For 2-way sign, order 2 sets.)

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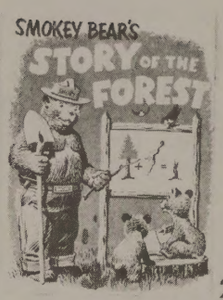

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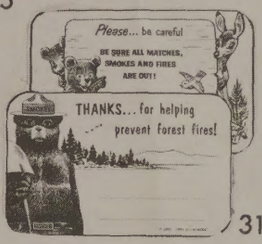

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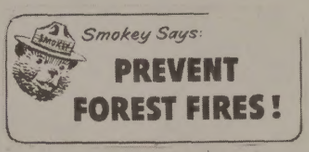

32 a&b

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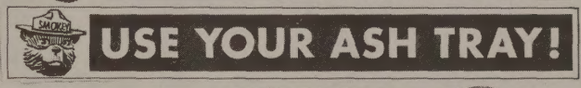
35 a

35 b

35 c



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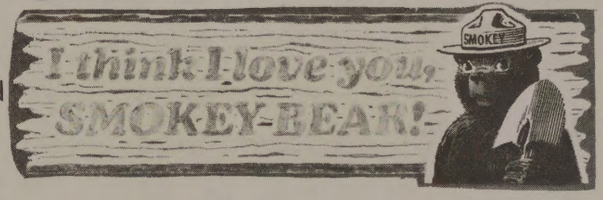

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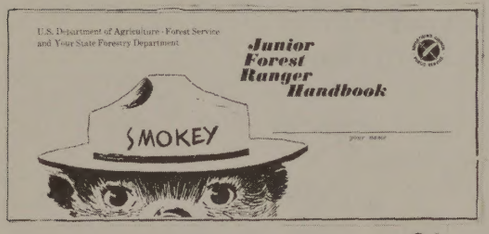

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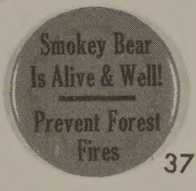

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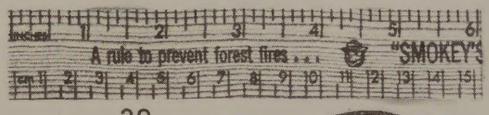

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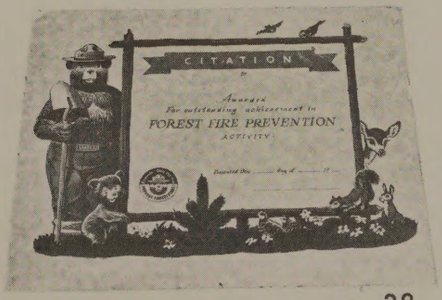

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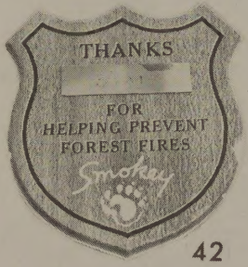

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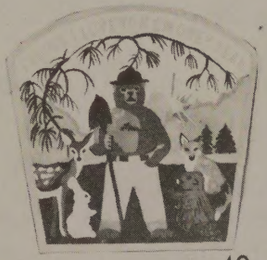

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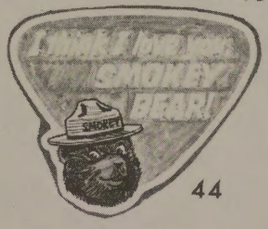
41 a&b



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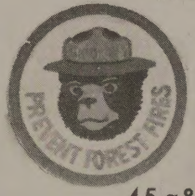

45 a&b

46

47 a&b

48

49 a&b
SMOKEY BEAR
POSTER

50
FIRE DANGER ADJECTIVES

(Construction plans of fire danger sign furnished with each order of fire danger adjectives)

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

Remember -
Only you can
PREVENT
FOREST FIRES!

Dear Friend:

For over 30 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1977.

This guide describes the materials prepared for my 1977 campaign. Some of the items have been around for many years, others are new!

Several posters were so in demand that we are offering them again. They are the "Leaf" and "Bird" posters (CFFP-6 and 7), and the Teacher's poster (CFFP-8). New items are: key fob (CFFP-11), bumper strip (CFFP-35d), button (CFFP-37), patch (CFFP-40), and decal (CFFP-44).

With the cost of printing rising it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by the Advertising Council. The media donate their time and space to forest fire prevention. Last year their donations were worth more than $35 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help. Remember YOU can prevent forest fires!

Your friend,